

ABSTRACT

Improved methods for controlling the presentation of multimedia content on a web page are provided. Such methods include detecting the occurrence of a particular event or a combination of events with respect to a web page. An event trigger indicative of the detected event or combination of events is generated. This event trigger is used to select a multimedia player and the multimedia content to be played by the selected player. The selected multimedia player is loaded with the selected content and the playing of the selected player is launched to provide a desired multimedia presentation on the web page.